

ARE U IN THE CONVERSATION? BRINGING U=U TO YOUR COMMUNITY

Bruce Richman, Executive Director Prevention Access Campaign & Founder of U=U

It's a radical fact: A person living with HIV who is taking their medication and has an undetectable viral load cannot transmit HIV sexually, even without condoms. The NIH Office of AIDS Research calls U=U a "game changer." So, why are thousands of people with HIV in the U.S. and millions worldwide still in the dark? Who is hearing the message and who is still being left behind? How can we unlearn decades of fear and build confidence to share this life-changing news? Prevention Access Campaign

In this workshop, we'll review the groundswell of evidence that confirms U=U. You'll learn about advocacy strategies, social marketing campaigns, and communications skills to share the revolutionary message in clear, meaningful, and accurate ways that reflect the realities of people living with HIV and their partners.